



Planning and Development Committee
February 19, 2016

Raised House Bill No. 5181
"An Act Concerning the Delivery of Free Newspaper"

Dear Senator Osten, Representative Miller and members of the Planning and Development Committee.

My name is Patrice Crosbie. I am the President of the **Connecticut Daily Newspapers Association (CDNA)**, and the Publisher and President of The Chronicle, an independent newspaper reporting in Eastern Connecticut since 1877.

The CDNA and its members oppose HB 5181. This legislation is unnecessary and will be detrimental to the local, free publications around Connecticut. The impact upon communities will reach far and wide.

The viability of free newspapers will be at risk. These publications have become woven into the fabric of local news coverage and have been integral in providing jobs to their communities.

This Bill would drastically reduce the circulation for each of these papers, thus forcing a reduction in ad rates. The revenue loss at most of these papers would surely be the last straw to forcing closure. These papers not only provide jobs, but also are a cost effective medium for small, local advertisers to reach a greater number of potential customers at an affordable rate.

Readers already call to ask to be taken off the delivery list if they choose not to receive a publication.

It is unnecessary to require by law for publishers to initiate an additional burden on readers to opt out of delivery when they can do so already. Why single out newspapers for opt-out? Why not include all unsolicited mail that is delivered to the home?

The CDNA feels that this is discriminatory against newspapers. It raises possible First Amendment concerns if a Bill makes the dissemination of a newspaper more difficult.

Thank you for your consideration and we look forward to working with the committee on this issue.

Sincerely,

Patrice Crosbie
President
The Connecticut Daily Newspaper Association